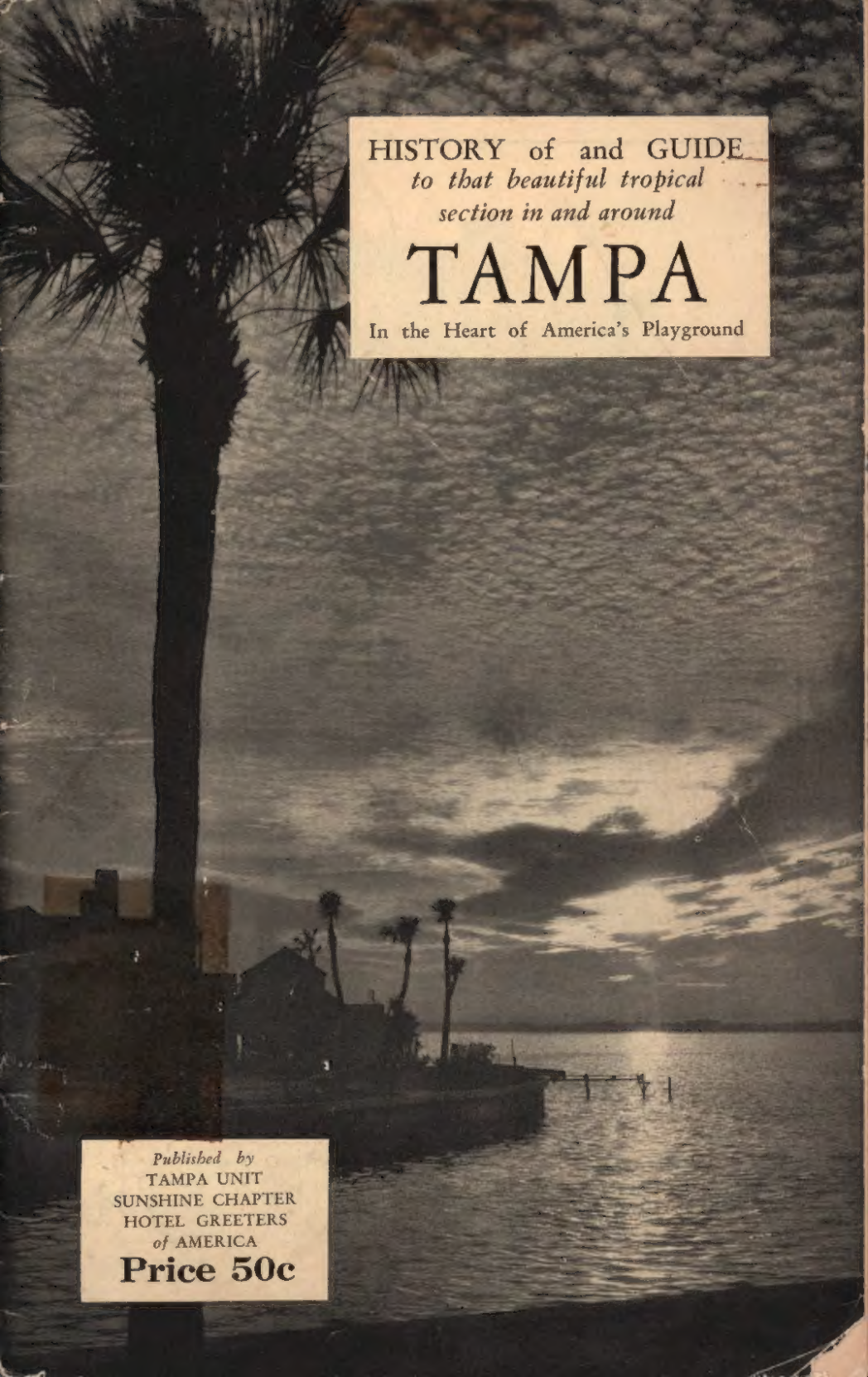


HISTORY of and GUIDE
to that beautiful tropical section in and around

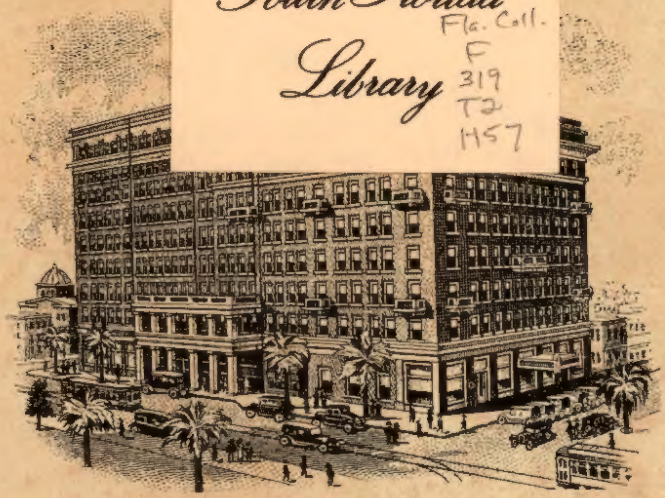
TAMPA

In the Heart of America's Playground

Published by
TAMPA UNIT
SUNSHINE CHAPTER
HOTEL GREETERS
of AMERICA

Price 50c

SpColl Regional
University of South Florida Library
Fla. Coll. F 319 T2 H57



HOTEL HILLSBORO

TAMPA

The West Coast's Largest All Year Hotel
Centrally Located—Fireproof

Large, airy rooms; spacious lobby, delightful mezzanine lounge and large out-door balcony; ½ acre of sunshine on SUN ROOF; Steam Heat; Barber Shop; Beauty Parlor; Battle Creek, Turkish and Russian Baths; Telegraph and Ticket Offices; Radios—and

TOP 'O THE TOWN

DINING ROOM and
ROOF GARDEN
CAFETERIA • FOUNTAIN
LUNCHEONETTE

WE INVITE YOU TO *LIVE* AT

$3 to $6 European — The Hillsboro — $6 to $9 American

L. B. SKINNER, Pres.
C. J. JACKSON, Mgr.

TELEPHONE
M 5541

WEEKLY RATES ON
APPLICATION

Tampa Welcomes You

The stranger in the City of Tampa is in a measure a guest to whom the citizens, the City administration, the hotels, the Chamber of Commerce — all of us—endeavor to extend the little unusual courtesies which make your visit a pleasant one.

Welcome of Light and Transportation

On your first night in Tampa you are welcomed by its amazingly brilliant White Ways of clustered street lights and by the dazzling constellation of lights across the Bay marking the boundaries of Davis Islands.

As you move about you are surprised by the 5-cent street car fares—the lowest fare in the United States.

The Tampa Electric Company, which services the opulent illumination and provides the low rate street cars, has been the vital and faithful servant of Tampa's progress for 30 years, —marching step by step with the city's advance.

From the start its aim has been to be the loyal Brother of all the people.

Tampa Electric Company

T. J. HANLON, Jr., Manager

In every city you will find the kind of a hotel you will always remember pleasantly. Just that kind of a comfortable, homelike atmosphere plus all the extra little services and conveniences of the up-to-the-minute modern hotel describes the

Thomas Jefferson

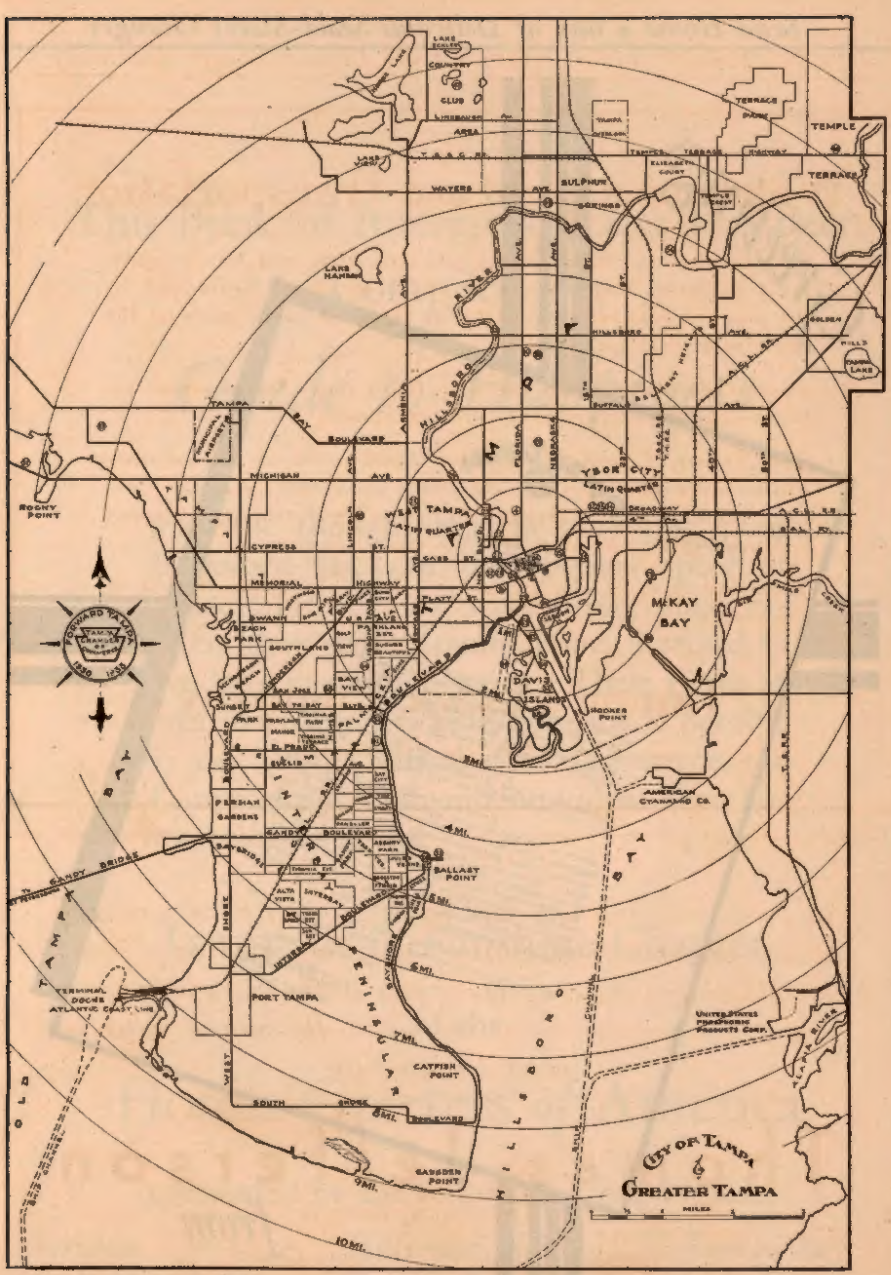
J. C. CALLAHAN, *Manager*

Just a Step from the Shopping Center

FRANKLIN AT JACKSON

TAMPA

The Thomas Jefferson coffee shop-dining room enjoys an enviable reputation throughout the South. Don't miss the delightful Thomas Jefferson Dinners while in Tampa—American and Oriental cuisine.



POINTS OF GENERAL INTEREST

1 Post Office
2 City Hall
3 County Court House
4 Public Library

THEATRES

5 Tampa
6 Franklin
7 Victory
8 Strand
9 Park
10 Seminole
11 Cazin
12 Riveli
13 Centro Espanol
14 Casino

GENERAL

15 Union Depot
17 Scottish Rite Temple
16 Bus Terminal
Hillsboro F.& A.M.
18 Chamber Commerce

BRIDGES

19 Platt Street
20 Lafayette Street
21 Cass Street
22 Fortune Street
23 Garcia Avenue
24 Michigan Avenue
25 Hillsboro Avenue

PARKS

26 Plant
27 Marjorie
28 Adams
29 DeSoto
30 Ballast Point

MUNICIPAL

31 Recreation Pier
32 Auditorium
33 Hospital
34 Yacht Basin
35 Terminal Docks

GENERAL

36 Mallory Docks
37 Coliseum

SCHOOLS

38 Plant High
39 Hillsboro High
40 Tampa College
41 Holy Name Acdmy.

RECREATION

42 Tampa Yacht Club
49 Marine Speedway

GOLF COURSES

43 Mcfarlane Park
44 Palma Ceia
45 Rocky Point
46 Temple Terrace
47 Forest Hills
48 Davis Islands

GENERAL

59 22nd St. Causeway
51 Clearwater Causeway
52 Centro Espanol Sanitorium
53 Sulphur Spgs Park
54 City Water Works

Greetings

City of Tampa

Executive Offices

September
17th
1930

Visitors to our city tell us that they thoroughly enjoy every moment of their stay and usually postpone the time of departure as long as possible. When they finally leave, they do so feeling that they are leaving a delightfully different city -- a friendly one. And that's just the way we want you to feel.

Tampans and our idea of Southern hospitality. Whatever you ask of vacation land you will find here.

I believe you, too, will like Tampa and always -- but that would be selfish, so in a spirit of fairness to you and to the other interesting tropical cities, we have planned the trips in this booklet. Of course, we would like to keep you here -- them. In not miss a single one. Not that other sections of our "Sunshine State" are not full of interest, nor lacking in entertainment facilities, but that this is really the heart of tropical Florida and you have pictured in your mind -- Central Florida, the Lake and Ridge Sections, the Gulf of Mexico, Southern Florida -- all abound with beauty spots and recreational advantages you would not miss.

Extending to you a most sincere welcome from the city officials and from the entire citizenry,

Very cordially yours,

D. B. McKay
Mayor of Tampa

from

Official Tampa

This Book of Interesting Data Has Been Compiled as a

Guide to Happiness

with the thought that in providing these diversified trips to the tropical spots of greatest interest, we were filling your vacation days with pleasant hours destined to live long in your memory. These pages of vacation happiness have been made possible by the Tampa Chamber of Commerce, the Tampa Motor Club and individual firms cooperating with the

Tampa Unit, Sunshine Chapter

of the

Hotels Greeters *of* America

represented by the following Tampa hotels:

Floridan	*Hillsboro Hotel*	*Tampa Bay*
Myelvaron	*Tampa Terrace*	*Lafayette*
Thomas Jefferson	*Bayshore Colonial*	*Bay View*

History of Tampa

WHEN we speak of early American history, most of us are apt to think in terms of the landing of the Pilgrims and the founding of Jamestown. As a matter of fact, early American history began in Florida. Long before the Pilgrim Fathers were little boys, Pamfilo de Narvaez, with his band of Spanish explorers and adventurers, landed on the shores of Tampa Bay; to be followed 12 years later, in 1539, by De-Soto. From the shores of Tampa Bay, De Soto struck inland, hoping to find an overland route into Mexico.

The history of the Florida West Coast is linked inseparably with the adventures and exploits of daring Spanish gentlemen and their followers. All through the period of Tampa's growth from a small fishing village to the metropolitan proportions of today, the Latin citizens have played a most prominent part. It is largely through their efforts that Tampa, today, manufactures more high-grade cigars than any other city in the world.

If the cigars made in Tampa last year were placed end to end, they would form an unbroken line which would completely encircle the globe one and a half times. The trip through any one of Tampa's large cigar factories is interesting and educational. Just speak to the clerk at any of Tampa's hotels and he will gladly arrange for this cigar factory trip.

In the heart of Tampa, just a few moments' drive from the shopping center, lies Ybor City, Tampa's Spanish Quarter. A trip to this very interesting section is like rubbing Aladdin's Lamp and being suddenly and safely transported to a foreign land. In Ybor City, you seldom hear any language but the musical one of the Latins. Even the customs, and often the costumes, are those of the Old World. Cuban and Spanish architecture of olden days, with its grills, balconies, etc., prevails. A trip to Florida is really not complete without one of the delightfully different dinners of carefully prepared, deliciously seasoned, sea-foods in the quaint Spanish restaurants of Ybor City.

On page 3 of this booklet, you will find a detailed map of the City of Tampa, together with the points of interest in the City. To see them all will be time well spent. The pretentious and beautiful Latin Clubs are maintained by and for the cigar workers in Tampa's cigar factories.

Across the Cass Street Bridge you will see the Fair Grounds and the Training Quarters of Major League Baseball Teams. If you are fortunate enough to be in Tampa the latter part of January and early in February, you will see the South Florida Fair in all its brilliance. In reality, the "South Florida Fair" is a misnomer. It is of international importance. Here, you will see exhibits from foreign countries, amazing collections of all the tropical fruits grown in the State. You will get a splendid idea of both the industrial and agricultural activities of Florida. This annual event, in point of attendance is the third largest fair in the United States. During the ten days when the fair is in progress, the entire sky about Tampa is ablaze with light from the spectacular fireworks display.

No visitor who has ever been to Tampa on Gasparilla Day would think of coming to Florida during the Winter without planning his arrival to take in this annual one-day event. It is usually held on the Monday following the opening of the South Florida Fair. All Tampa drops business while the Gasparilla Day activities are in progress. The

(Continued on Page 9)

An Imposing Modern Edifice in the Garden Spot of Tampa

MYELVARON HOTEL

MIFFLIN BLACKISTONE, Managing Director

Overlooking Tropical Plant Park

An ultra-smart new hotel at moderate prices—250 rooms with tub and shower—all outside rooms—75 two to four room suites.

PRIVATE PARKING SPACE—GRATIS

You really haven't seen Florida until you have visited Plant Park's Tropical Gardens and — The Myelvaron

«CUESTA-REY»

FINE

CLEAR HAVANA CIGARS

MADE IN TAMPA

Rutland Brothers

507-11 Franklin

TAMPA

A Department Store of Metropolitan Completeness

Make Your Stay in Tampa

more enjoyable by renting one of our luxurious seven passenger sedans.

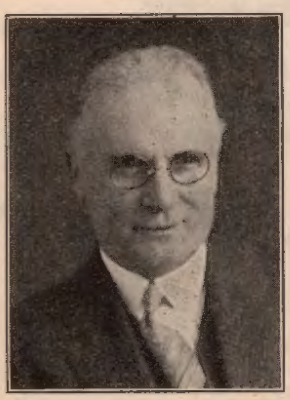
Rates for sightseeing by the trip, mile, hour, day or week.

Yellow Baggage & Transfer Inc.

Phone M 8188

Bay View Hotel

TAMPA, FLORIDA



W. B. SCHULER, Mgr.

10 Floors of Solid Comfort

Every Room with Bath

$2.00 and $2.50 Single

NOTHING HIGHER

Fireproof, Centrally Located

PHONE M 5537

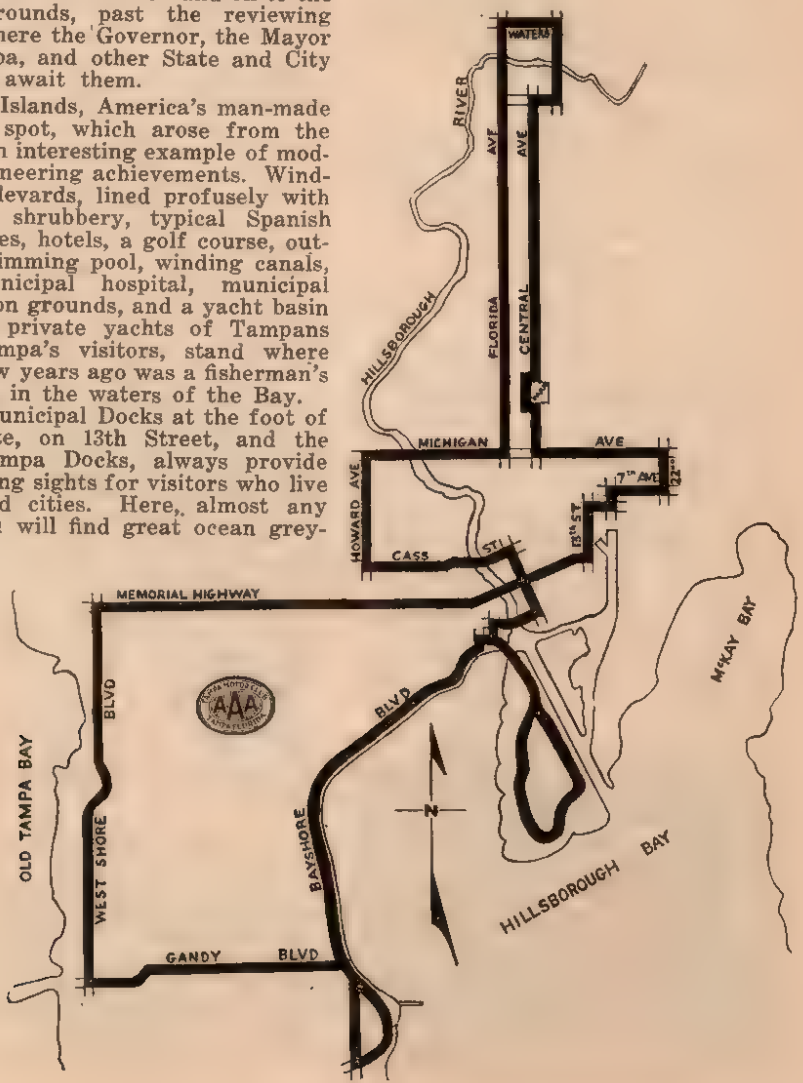
History of Tampa (*Continued*)

event begins with the arrival of a pirate ship which sails up the Bay and into the Hillsborough River, with cannons roaring. The deck of the ship swarms with Tampa business men transformed for the day into bloodthirsty pirates in colorful costumes. The pirates make their landing up the river where beautiful floats filled with smiling, bright-eyed senoritas await them to join in the long march of victory through the Tampa business section and on to the Fair Grounds, past the reviewing stand where the Governor, the Mayor of Tampa, and other State and City officials await them.

Davis Islands, America's man-made wonder spot, which arose from the sea, is an interesting example of modern engineering achievements. Winding boulevards, lined profusely with tropical shrubbery, typical Spanish residences, hotels, a golf course, outdoor swimming pool, winding canals, the municipal hospital, municipal recreation grounds, and a yacht basin for the private yachts of Tampans and Tampa's visitors, stand where but a few years ago was a fisherman's paradise in the waters of the Bay.

The Municipal Docks at the foot of Lafayette, on 13th Street, and the Port Tampa Docks, always provide interesting sights for visitors who live in inland cities. Here, almost any day, you will find great ocean greyhounds from the maritime nations of the world.

Members of the AAA (American Automobile Association) will find the Tampa Motor Club just a few doors below the Chamber of Commerce, ready to supply you with road information or to help you out of motor difficulties, or send a service car anywhere in the County, if you need help of any kind.



Pinellas County Loop Trip

St. Petersburg, Clearwater and the Gulf Beach Route

The route outlined covers some of the most interesting territory on the entire West Coast. It provides for a general loop trip. The motorist may, however, elaborate upon this loop trip in a dozen different ways by taking side trips from the route as indicated. The county and state roads in Pinellas county are excellent.

The exit from Tampa to Gandy bridge is by way of Bayshore boulevard and Gandy boulevard, in order that the motorist may obtain the full panorama of Bayshore route.

GANDY BRIDGE

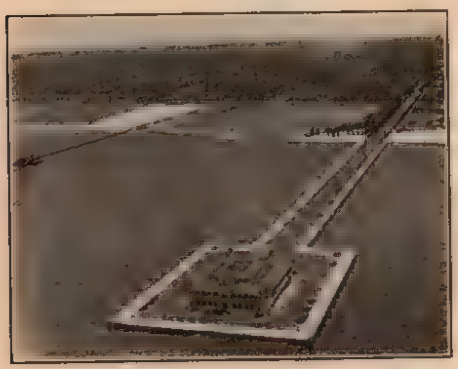
Gandy bridge is the longest automobile toll bridge in the world. The bridge, nearly six miles in length, is the realization of a dream cherished by S. "Dad" Gandy for many years.

ST. PETERSBURG

St. Petersburg enjoys an advantageous location, on the southern tip of Pinellas peninsula. The city is almost entirely surrounded by the waters of Tampa bay, Boca Ciega bay, and the gulf, resulting in 33 miles of waterfront, six of which are municipally owned, to be used for parks, playgrounds, boulevards, port and yacht harbors.

At Fifth avenue north the route turns left, so as to enable the motorist to obtain a front view of the Vinoy Park hotel. Right turn is then made on North Shore drive along the prettiest section of the six miles of municipally owned water front.

In order to obtain a splendid view of the bay, the route turns left on Second avenue north, which is the entry to the one million dollar municipal pier.



GREEN BENCHES

The green benches are a part of St. Petersburg and a part of the spirit of friendliness and hospitality that characterizes her. They are found everywhere in the business streets and in the parks and residential sections. St. Petersburg is the only city in the world which has this feature, and green benches have become so much a part of the city itself that residents and visitors alike would feel lost without them.

SHELL MOUND

On Seventh avenue the route passes a large shell mound. This mound, composed entirely of white and glistening shells, was presumably built by the Indians who made their homes on the peninsula before the time of the Spanish explorations.

After passing the shell mound, a left-hand turn is made into Ninth street south over the bridge which spans the creek. Lakeview avenue is used to cross the peninsula. After passing through the town of Gulfport, Lakeview avenue winds through Pasadena, skirting the golf links and the magnificent Rolyat hotel. At the end of Lakeview avenue a left-hand turn is made onto Oleander Way, which is the approach to the new causeway to Pass-a-Grille Island. Crossing the causeway, the route enters St. Petersburg Beach.

The route ends at Sixth avenue and Gulf boulevard Pass-a-Grille, at the very edge of one of the finest bathing beaches on the entire coast of Florida.

NEW GULF BEACH ROUTE

After visiting these beaches, the motorist has his choice of retracing his steps over the new causeway and again taking up the route as indicated upon the map, or he may, just before returning to the causeway, turn left and proceed north over the new route bordering the Gulf of Mexico via Treasure Island and Madeira Beach,

(Continued on Page 12)

For a Real Treat . . .

FOREMOST ICE CREAM
CERTIFIED MILK

The Pride of Florida

RICHER » PURER » SAFER

TAMPA STOCK FARMS PLANT

FOREMOST DAIRY PRODUCTS, Inc.

Telephone 4983 — TAMPA — Washington and Governor Sts.

Gulf Brands of Fertilizer

We manufacture and sell fertilizer—good fertilizer—fertilizer which is particularly suited to Florida soil and conditions—fertilizer which has stood the test in Florida for over twenty-eight years—fertilizer which is endorsed by hundreds of Florida growers and farmers.

Our brands comprise fertilizers for citrus, for various truck crops, for lawns, trees and shrubs. We can conscientiously recommend each of these brands and we sincerely believe that for their several purposes Gulf Fertilizers are leaders in their class.

Send for Catalog and Price List

THE GULF FERTILIZER CO.
TAMPA, FLORIDA

Shopping a Pleasure in Tampa's Metropolitan Stores

Tampa stores and specialty shops are of the high character one would expect to find in the metropolis of any state. Almost simultaneously with the appearance of the newest fashion creations in Paris and in the smart shops of Fifth Avenue in New York, they are here for the selection by visitors to, and citizens of Tampa.

Hundreds of Northerners who spend their Winters in and around Tampa, long ago formed the habit of waiting until their arrival here to purchase their evening costumes and sport things for wear in the Southland. Naturally, the selection is greater in Tampa stores during the Winter months than in even the largest stores of the North. In the North, these things merely form the display of coming fashions for Spring and Summer, while in Tampa, these style harbingers of Spring are the very things that are being worn by everyone.

A trip through the shops of Tampa is an education as to the style trend which will prevail in the North in the months to come.

Just follow the South's best people to the Gulf of Mexico—and the
PALM PAVILION—At Famous CLEARWATER BEACH
JESSE SMITH, *Manager*

Pinellas County Loop Trip (*Continued*)

and then back to the mainland to rejoin the route as indicated. This route, combined with the Pass-a-Grille route, covers a distance of approximately 12 miles on the very edge of the Gulf of Mexico, and is unsurpassed in water-bordered tropical beauty.

At mileage 33.0 turn left away from state road No. 15, in order to proceed into Largo by a parallel road to the west. The object of this change permits travel through some of the prettiest citrus fruit developments in the entire state of Florida. Here are large, well kept, and heavy-laden trees being plucked to supply northern markets.

Passing through Largo, the route proceeds north once more on state road No. 15, only to leave it again, however, at a point one and one-half miles beyond Largo (mileage 40.6), so as to provide a view of Belleair, the Belleview golf courses, and the magnificent Belleview hotel. Then on to Clearwater, proceeding north over Druid road, from which many pretty glimpses of Clearwater harbor can be seen as the business section of the city is approached.

CLEARWATER

Clearwater is located on a cliff which is said to be the highest elevation at any point along the entire gulf coast of Florida. Like St. Petersburg, Clearwater is a tourist city, and has often been called "The Tourist Paradise." Almost every form of outdoor amusement for recreation usually found in the tourist cities is provided in the tourists' park.

With the completion of the new free causeway to Clearwater Beach, another magnificent side trip is provided. This new cause-

(Continued on Page 14)

Maas Brothers

GREATER TAMPA'S GREATEST STORE.

South Florida's Leading Store

Welcome to Visitors

Whether your stay in Florida be short or long, we shall be glad to welcome you to our store. You will receive the same courteous service, the same alert attention, in the purchase of a spool of thread as in the selection of the most exclusive evening wraps.

Maas Brothers

GREATER TAMPA'S GREATEST STORE.

A RIVERSIDE HOTEL FOR THE TOURIST SEEKING COMFORT, CONVENIENCE & REASONABLE RATES

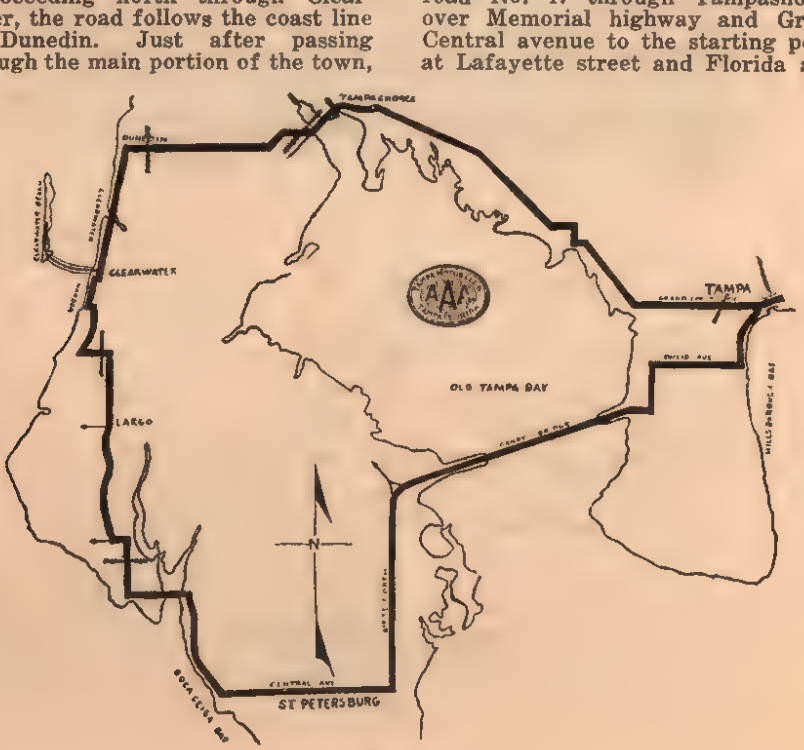
The Lafayette Hotel is large enough to possess every modern comfort and convenience, yet small enough to give intimate and personal attention to the requirements of its guests. Bath and steam heat in every room Five minutes from Shopping Center, Banks, Theaters, and Public Buildings. Bus and Boat Terminal next door. Auto Storage in basement.

THE LAFAYETTE HOTEL, TAMPA
AT THE BRIDGE
C. H. JEWETT, - - Proprietor

Pinellas County Loop Trip (*Continued*)

way is known as Clearwater's "Sea-going highway." The popularity of this route is evidenced by the almost constant stream of motor vehicles passing to and fro from the city of Clearwater to Clearwater Beach.

Proceeding north through Clearwater, the road follows the coast line to Dunedin. Just after passing through the main portion of the town, the right-hand fork is taken so as to branch away from state road No. 15 to the east, connecting with state road No. 17 at the head waters of Old Tampa bay. From this point the return trip to Tampa is made over state road No. 17 through Tampashores, over Memorial highway and Grand Central avenue to the starting point at Lafayette street and Florida ave.



While You Are Wintering

ON THE

West Coast of Florida—

you are no farther away from the folks at home than the nearest telephone!

Rapid and economical Long Distance service, from your hotel or apartment, in even the smallest community, helps you to maintain that personal touch with friends, family or business.

Here are some typical night rates from Tampa, for 3 minutes conversation, when you call by number:

New York - -	$2.00	Chicago - - -	$2.00
Boston - - -	2.50	Minneapolis -	2.75
Cincinnati - -	1.65	St. Louis - -	1.75
Philadelphia -	1.90	Dallas - - -	1.90

While you are wintering in Florida keep in touch by Long Distance with things at home and *stay a month longer!*

PENINSULAR LOCAL AND LONG DISTANCE TELEPHONE CO.

PENINSULAR TELEPHONE COMPANY

General Offices, Tampa Florida

[Serving a half Million people on Florida's West Coast]

TOWNE'S TAMPA STEAM LAUNDRY

TOWNE'S TAMPA STEAM LAUNDRY

An Efficient, Economical Laundry Service for the Largest Hotels or the Smallest Family

SINCE 1884

TOWNE'S

to the Tampa housewife has always held the same significance in cleaning or laundry work as the stamp of "Sterling" on her silver.

For Assurance of
QUALITY and SERVICE
Call 4663

Towne's Tampa Steam Laundry

AND

THE TOWNE CLEANERS

THE FAMILY LAUNDRY

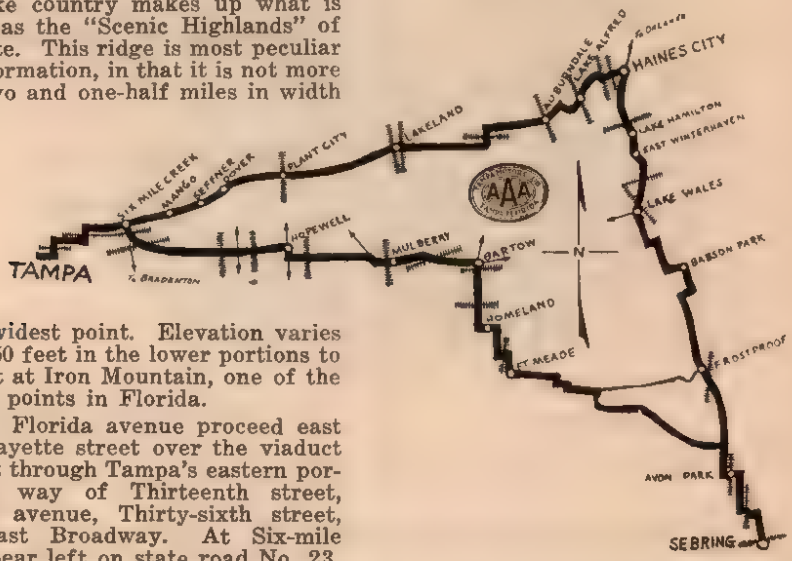
TOWNE'S TAMPA STEAM LAUNDRY

TOWNE'S TAMPA STEAM LAUNDRY

The Ridge Route to Famous Bok Tower

A Marvelous Trip Through the Strawberry and Citrus Section

The "Ridge" or backbone of Florida is a territory extending for a distance of 75 miles south and slightly east from Haines City on the north to Lake Stearns on the south. This hill and lake country makes up what is known as the "Scenic Highlands" of the state. This ridge is most peculiar in its formation, in that it is not more than two and one-half miles in width at its widest point. Elevation varies from 150 feet in the lower portions to 325 feet at Iron Mountain, one of the highest points in Florida.



From Florida avenue proceed east on Lafayette street over the viaduct and out through Tampa's eastern portal by way of Thirteenth street, Fourth avenue, Thirty-sixth street, and East Broadway. At Six-mile creek bear left on state road No. 23.

Optional route to Plant City over new state road No. 17 via Florida and Hillsboro avenues.

Passing through Plant City, proceed along state road No. 17, entering Lakeland on DeVane street.

From Lakeland proceed east through Auburndale and Lake Alfred.

At Haines City the route bears south and enters upon the beautiful scenic highlands.

The first community south of Haines City is Lake Hamilton, located among lakes and on hills in one of the prettiest and one of the oldest settled parts of the ridge.

In East Winter Haven is located the largest citrus nursery in the United States.

Continuing south, approach Lake Wales, which lies at the peak of the ridge.

One mile before reaching Lake Wales, pass through Mountain Lake and near Iron Mountain. Here one of the most beautiful sights of Florida greets the motorist. It is at Mountain Lake, where such nationally known people as Roger Babson, August Heckscher, Irving T. Bush, E. T. Bedford and forty other internationally noted men of wealth and position spend their winters.

BOK TOWER

On the peak of Iron Mountain Mr. Bok created Mountain Lake bird sanctuary, covering approximately 30 acres, where the birds native to Florida sing unmolested in their daily haunts. Here the flamingos, once native to Florida but now virtually extinct, live in the colorful lake amid the palms and foliage peculiarly native to Florida. Mr. Bok lived just long enough to complete a wonderful memorial of his love for Florida -a carillon of 61 bells, weighing over 112,000 pounds. These bells, suspended from a huge steel tower 202 feet above the top of the mountain, or 527 feet above sea level, ring to the surrounding country each evening at sunset. Truly, Mountain Lake is a paradise of rare beauty, color, charm, and repose. It is one of the wealthiest developments in America, over $6,000,000 already having been expended for buildings and improvements during the 10 years of its existence. The grounds are open to the public each day until 6 p. m., except Sundays.

One of the Surprises
In Store for You—

DAIRY MAID

ICE CREAM

—it's different
—it's so good
—it's pure

INSIST UPON "DAIRY MAID" WHEREVER YOU GO

LANE BROS.

DAIRY PRODUCTS
TAMPA

Acme Garage, Inc.

Lafayette and Morgan

Official AAA Storage

TIRE AND BATTERY SERVICE

Convenient to All Hotels

Bok Tower and the Ridge Route

Within the city of Lake Wales are 20 lakes, the largest of which is Lake Wales. More than 23,000 acres of orange, grapefruit, and other citrus trees are located within a ten-mile radius of the city, this being the largest intensive citrus cultivation in the world for a similar area.

Continuing on south of Lake Wales, the next community on the route is Babson Park, located high up in the ridge in the midst of beautiful lakes at an altitude of about 250 feet. It is purely a residential community, situated on Lake Caloosa, one of the larger clear water lakes in the state. The back country is devoted to intensive fruit growing.

Frostproof obtained its name as the result of having been proven practically immune from frost as a result of withstanding the big freeze of 1895. It is known as the first Florida city which provided a city-wide beautificatoin plan.

In Avon Park are planted rare flowers, trees, and shrubs gathered from all parts of the world.

Sebring, "The Orange Blossom City," had its inception 15 years ago, in 1912, its founder being the late George E. Sebring, of Sebring, Ohio.

The Bayshore Colonial Hotel

At TAMPA on the Bay

Accommodations for the whole family at extremely moderate rates.

Housekeeping Apartments and Hotel Rooms Complete 24 hour hotel service.

Every Room has Sun Porch, Private Bath, Steam Heat.

Dining Room, Childrens' Playground, amusements for young and old. 10 minutes to Golf Courses. Free Parking.

Located on famous Tampa Bay, five minutes from shopping and business district.

A BIG, BEAUTIFUL PLACE, OPEN ALL YEAR

SAYWARD GALBRAITH, *Manager*

Poinsettia—

Just another way of saying
Highest Quality in Dairy Products

Mother Likes It!
Baby Likes It!
Sister Likes It!
Brother Likes It!
Daddy Buys It!

Everybody Eats It

POINSETTIA ICE CREAM

POINSETTIA MILK—POINSETTIA CREAM

POINSETTIA BUTTER—POINSETTIA COTTAGE CHEESE

POINSETTIA CHURNED BUTTER MILK

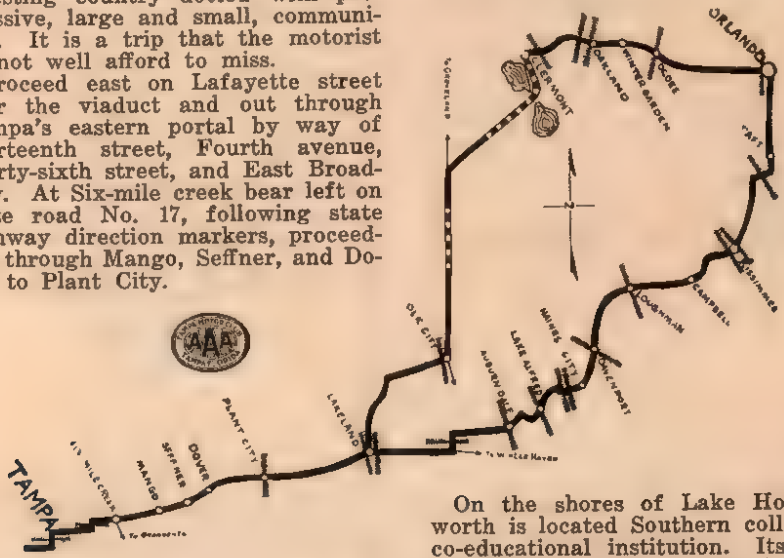
POINSETTIA DAIRY PRODUCTS, Inc.

Cass & Marion Streets
TAMPA, FLORIDA

To Lakeland and Orlando

The route from Tampa to Orlando, metropolis of central Florida, a city surrounding 30 beautiful lakes, affords a 100-mile automobile trip which passes through some very interesting country dotted with progressive, large and small, communities. It is a trip that the motorist cannot well afford to miss.

Proceed east on Lafayette street over the viaduct and out through Tampa's eastern portal by way of Thirteenth street, Fourth avenue, Thirty-sixth street, and East Broadway. At Six-mile creek bear left on state road No. 17, following state highway direction markers, proceeding through Mango, Seffner, and Dover to Plant City.



Passing through Plant City, proceed along state road No. 17, entering Lakeland on DeVane street.

LAKELAND

Lakeland is the commercial center of Polk county, said to be the richest county in the United States per capita wealth. Not only is Lakeland favored as being the business capital of Polk county, but, like most of the balance of this county, with its 700 lakes, Lakeland has its 15 of these sky-mirroring lakes, the total comprising six square miles of its total area of 31 square miles. Thus Lakeland is provided with the natural scenic beauty that can only be equalled in a very few places in this entire United States. That these lakes are not all small ones, is indicated by Lake Parker, which has a perimeter of 25 miles with a fine boulevard surrounding it. In fact, Lakeland can well be called a city of boulevards rather than mere streets. More than 100 miles of boulevards encircle the lakes within the city and wind through the residential districts, connecting one lake with the other.

Around Lake Mirror, one of the smaller lakes situated in the very heart of the city, the municipality has spent approximately $1,000,000 in a beautiful new civic center.

On the shores of Lake Hollingsworth is located Southern college, a co-educational institution. Its campus is most unique, in that it is located in a 60-acre orange and grapefruit grove.

HAINES CITY

Haines City, like Lake Alfred, is a newer community, presenting a most noticeable spick and span appearance. In 1920 it had just developed from a turpentine camp into a small village, but since then its growth has been rapid.

ORLANDO

Orlando is the largest interior city of the state, having a population of over 35,000. The visitor entering its borders must make a circuit around one or more of the 30 charming lakes, whose natural beauty has been enhanced by beautifully parked borders and fine residences. One can easily see why the name Orlando, "The City Beautiful," applies.

Orlando is not a new city—it has been in the making since 1843. Its early settlers were not long out from England and had a fine taste for literature. It was the postmaster, Mr. Worthington, a gentleman and scholar, who gave to the village, in the fif-

(Continued on Page 22)

LYONS FERTILIZER CO.
TAMPA, FLORIDA

DID YOU KNOW THAT—

136 automobiles are owned in Tampa to every 100 families.

$04,000,000 cigars were made in Tampa last year. Placed end to end they would form a line encircling the earth one and one half times.

More phosphate is shipped from Tampa, annually, than from any other city in the United States.

97.5 degrees—maximum heat ever recorded by the United States Weather Bureau in Tampa.

Majestic Radios
place the world in your home
Distributed by
MAJESTIC DISTRIBUTING CORP.
TAMPA

WON'T YOU
HAV-A-TAMPA
CIGAR
?
ONE HUNDRED MILLION
SMOKED ANNUALLY

TO LAKELAND AND ORLANDO *(Continued)*

ties, the name of Orlando, from "As You Like It." Perhaps he, too, was responsible for the storied names of lakes and streets Lake Ivanhoe, Lake Lorna Doone, Lake Adair, and Rosalind avenue.

Around Lake Eola are the public library, the Christian Science church, Unitarian church, Masonic temple, Elks' home, the Rosalind club, all harmonized and balanced by the luxuriance of tropical shrubs and the fine old trees of Eola park, recognized from the beginning as Orlando's civic center.

The chamber of commerce building, of four stories, is of Mediterranean design, and in both the exterior and interior setting provides what, without question, is one of the prettiest buildings of its type in the United States. A block or two away from the chamber of commerce building, Orange county has just completed a magnificent new court house.

Thousands of singing birds have their nests in trees around the city, which were growing before Columbus discovered this continent. Hundreds of wild ducks find winter sanctuary in the comfortable marshes.

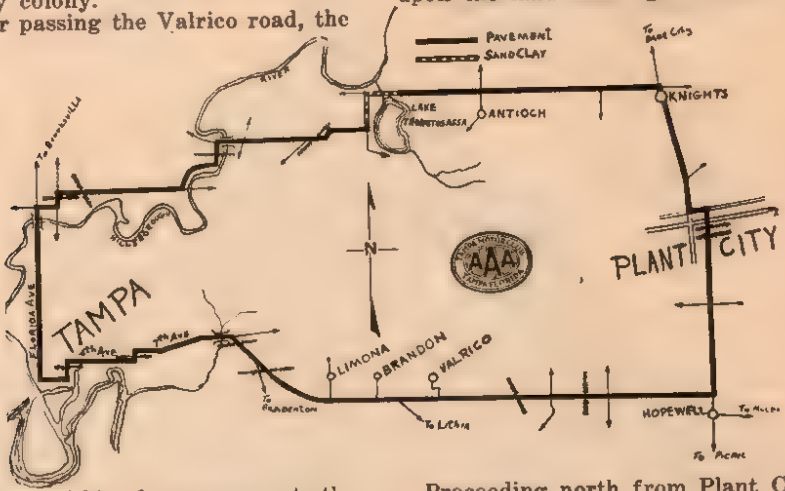
Turn left at mileage 21.9 over the delightful "Roller Coaster" route to Clermont — the most picturesque seven miles in Florida. Then on to Lakeland, taking state road No. 17 in to Tampa.

Hillsborough County--Eastern Loop

The easern loop of Hillsborough county offers half a dozen scenic features which are the equal of any within 100 miles of Tampa.

Twelve and one-half miles out, one passes to the right of the Kingsway poultry colony.

After passing the Valrico road, the



first unusual bit of scenery meets the eye of the motorist. Coming to a slight rise in the land, a beautiful view of the country ahead is seen as the road slopes away before the eye of the motorist. On the brow of this hill well kept groves can be seen on both sides of the road.

Reaching the end of the road at mileage 22.8, one turns left, going north toward Plant City.

PLANT CITY

Plant City was founded about 1845, and is therefore the identical age of the state of Florida. Plant City was settled by sturdy pioneers and farmers who, almost immediately after settling the town, began strawberry cultivation. Plant City, with an elevation of 137 feet above sea level, is one of the higher located cities of the state.

Plant City is the center of the agricultural portion of eastern Hillsborough county. The wealth of the community has been built almost entirely upon the products of its soil. The best known product for the Plant City section is strawberry culture. This industry increased from a production of 1,200,000 quarts in 1920 to 3,800,000 in 1927. Each succeeding year has shown a steady increase. These were sold on a cash market, with many buyers bidding competitively, yielding a net return of from $700 to $1000 per acre, and thus representing a return of from 10 to 12 per cent investment upon the land which grew them.

Proceeding north from Plant City, the road follows parallel with the Seaboard Air Line Railway, offering views of many well kept farms between the city and the town of Knights. Two-tenths of a mile beyond the center of the town turn left over the new road toward Lake Thonotosassa for a distance of eight miles to the end of the macadam pavement and then around the lake on sand clay to the junction of the Harney road.

BEAUTIFUL LAKE THONOTOSASSA

Up to this point it is only possible to obtain glimpses of the lake here and there, and the motorist would therefore miss the real treat of his trip if he would continue to follow the road log as given above. Instead of turning right at mileage 43.8, it is advised that one proceed straight ahead and around the lake for a distance of a mile or two before doubling back on the route to the Harney road. Retracing one's route, proceed along the Harney road two miles, and after crossing the railroad, instead of continuing on this road, bear right at the fork. Cross the Hillsborough river and bear left at fork along the right bank of the river through Temple Terrace.

Celo

Scores Again!

Cool and Refreshing

CHILD LIFE
TESTING KITCHEN
AND HOME LABORATORY
manufactured by
CHILD LIFE TESTING KITCHEN AND HOME LABORATORY
Tested in and Approved by
THE CHILD LIFE TESTING KITCHEN AND HOME LABORATORY

The Only Carbonated Drink to Receive the Child Life Award

This Delightful Celery Drink At All Fountains and Soft Drink Stands.

Ocala, Silver Springs, and Submarine Gardens

The trip from Tampa to Ocala provides a visit to one of the most interesting wonders of the world. Silver Springs with its crystal clear water is reputed to be the largest flowing spring in the world.

Leaving Tampa, proceed north on Florida avenue from Lafayette street, passing through Bruing, Lutz, Denham to Brooksville, county seat of Hernando county, sometimes referred to as the Rome of Florida, because it is built on seven hills.

The chief industry of Brooksville is found in the hard limestone rock quarries, which material is used for road building and cement manufacture. Brooksville is also known as the home of the tangerine.

North of Brooksville the route passes through Floral City and then through Inverness and Dunnellon, the phosphate mining center of Marion county. It was here that hard rock phosphate was discovered.

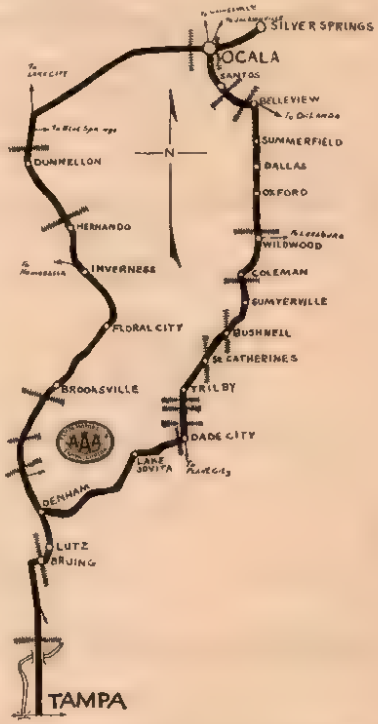
Just north of Dunnellon, on the first paved road branching to the right from state road No. 5 is located Blue Springs, the second largest spring in Marion county. Four miles north of Dunnellon the route turns to the right from state road No. 5.

OCALA

The first knowledge of Ocala that history records tells of the Spanish adventurers under Hernando De Soto, who in 1539 found the section settled by the Sun worshipping Timucua Indians. Stories of healthful waters with youth-restoring qualities lured the Spaniards to the new world, and came, it is thought, to this land of the tatooed Timucuanans. The adventurers from Spain found that the natives in this part of the peninsula were a robust people who lived to a very old age. The "kingdom" of the Timucuanans was called "Ocala," a land of plenty, or abundance.

After the failure of De Soto to establish settlements, the Indians were left in undisputed possession of this section of the state for nearly 300 years. By 1750 the Seminoles had driven out the Timucua tribe, and their language had entirely disappeared.

Between the years 1750 and 1825 almost nothing is known of the history of the section. In 1825 an Indian agency under the name of Camp King was located three miles from the present site of Ocala. In 1827 it was designated as Fort King.



The section about Fort King played an important part in the history of the Seminole war. In this section were the homes of Osceola, Charlie Amathla, and Micanopah, leaders of the Indians.

SILVER SPRINGS

Silver Springs is located six miles east of Ocala on the new Ocala-Daytona Beach highway. Here is one of the greatest geographical wonders of the world right here at home, and comparatively few people know of it.

The seventh annual Florida geographical report states that Silver Springs has the largest flow of any spring in the world. Over 22,000,000 gallons of water gush forth from the subterranean depths every hour. This phenomenon where a river comes out of the ground provides the unusual situation where a stream is navigable to its very head. Boats from the St.

(Continued on Page 26)

CRENSHAW BROTHERS PRODUCE COMPANY
"The Home of Good Quality"
Fruits and Produce
TAMPA

For Data About Tampa
Or Any Other Information
Call At The
TAMPA
Chamber of Commerce

HEADQUARTERS
FOR
SEAFOODS
AND FAMOUS ROMANO ITALIAN DINNERS
Large Inside Dining Room, Open Air Balcony, Tea Room and Clean, Cosy Private Rooms
ROMANO'S
FRANKLIN *and* TYLER
TAMPA

Ocala, Silver Springs, Submarine Gardens

(*Continued*)

Johns river are able to dock at the springs.

Ponce De Leon, in his quest for the fountain of perpetual youth, heard from the Indians of this wonderful life-giving stream. This noted Spanish adventurer gave his life in an attempt to locate the springs. He died in the vicinity of Silver Springs from a wound received from an Indian.

The deepest spring is about 80 feet below the surface. With its wonderful clearness objects are clearly discernible at this depth. The temperature remains constantly at 72 degrees.

No better description of the scenic wonder has ever been written than the one which came from the pen of Prof. John Le Conte in 1859. "Every feature and configuration of the bottom of this gigantic basin is as distinctly visible as if the water were removed and atmosphere substituted in its place. The beholder seems to be looking down some lofty, airy point of a truly fairy scene in the immense basin beneath him, a scene with its beauty and magical effect vastly enhanced by the chromatic tints with which it is invested."

To see the wonders of these springs, the tourist should make the trip in one of the glass-bottom boats.

OPTIONAL RETURN ROUTE

The optional return route to Tampa from Ocala, while it is three miles shorter in distance, is still the longer route when measured in time, because of the fact that the road conditions are not as good, and also because of the fact that many more communities are passed through. It offers, however, a different picture from the route by way of state road No. 5.

WELCOME TOURISTS

In the Publix theatres of Tampa you will find the same courteous service, excellent appointments and unexcelled entertainment that characterize the Publix theatres of your home town. It is our constant aim to maintain the high standards that have made theatre-goers the world over agree that Publix theatres provide, not only the best in entertainment, but inspiration and education as well.

PARAMOUNT-PUBLIX CORPORATION

Represented in Tampa by

TAMPA THEATRE

VICTORY THEATRE

FRANKLIN THEATRE

SEMINOLE THEATRE

Tampa to Ft. Myers--City of Palms

The route from Tampa to Fort Myers covers 145 miles of territory becoming more interesting in its tropical grandeur as each succeeding mile is placed on the speedometer.

MANATEE COUNTY

Forty-five miles below Tampa the motorist passes through Ellenton. Ellenton has great historical interest. Here, one block to the right from the main highway, is the old Gamble mansion, now designated as the state Confederate memorial. In this house Judah P. Benjamin, who was secretary of state for the Confederacy, took refuge, finally escaping to Cuba and from there to England.

Proceeding through Ellenton, we reach Palmetto, turning left on Lemon street and passing over the $1,000,000 bridge crossing the Manatee river.

Crossing this bridge, one enters into Bradenton, the thriving county seat of Manatee county, a city of 8000 people. Bradenton and its sister city, Palmetto, across the river, are important as shipping points for the vast amount of garden truck and citrus products raised in this county. Bradenton is also famed for its fine beaches, which are reached by causeway through the town of Cortez.

SARASOTA ATTRACTIVE

Twelve miles below Bradenton is Sarasota, a town which in the beginning had exceptional natural advantages in its favor. These natural advantages have been tremendously enhanced by the Ringling millions which have been freely used to throw causeways across the bay to the keys and connected with each other by other causeways. One of the most magnificent structures on the keys is the Venetian palace designed as the Sarasota home of John Ringling, costing $5,000,000 with its furnishings. Two other great contributions of the Ringling millions to Sarasota are the art museum, containing the third largest collection in the United States, and the establishment of the winter home of the greatest circus in the world.

Sarasota is blessed with miles of fine bathing beaches, which are all very easily accessible as a result of the fine county road system with causeways carrying these roadways to the keys. At low tide it is possible to drive an automobile for miles along the hard-packed sand beach.

Continuing the journey south from Punta Gorda, pass through Acline and Tamiami City, then pass over the bridge crossing the Caloosahatchee river into Fort Myers.

FORT MYERS

Fort Myers is the county seat of Lee county and has for its slogan, "The City of Palms." Fort Myers has, without question, the most luxuriant tropical vegetation which is to be seen in any Florida city. A magnificent double row of palms from 25 to 30 years of age shade the city's main thoroughfare, justifying the boasts of the citizens that it is the handsomest avenue in Florida.

In Fort Myers, the gateway to the tropics, one finds, growing in all their natural beauty, fivescore varieties of

(Continued on Page 29)

Tampa to Ft. Myers (Continued)

palms. Here the traveler tree, the date and fig, rubber, eucalyptus, and the towering and graceful Australian pine abound. Every species of tropical plant thrives in abundance.

Fort Myers' position below the frost line is on a latitude 440 miles south of that of San Diego, California.

INTERESTING SIDE TRIPS

One of the most interesting side trips is to visit Sanibel and Captiva islands. These islands are reached by driving down McGregor boulevard to Punta Rassa, thence by auto ferry to Sanibel island, and by a good road across this island connecting with a bridge to Captiva Island, where there is a drive along the gulf to Red Fish Pass. Dixie Beach, on Sanibel Island, is a splendid bathing beach covered with millions of the most beautiful shells of every shape and color which can be found only in the tropics. Captiva Island was the home of many pirates who raided the early Spanish commerce. In the middle of the island there is a natural yacht basin almost entirely surrounded by land. On the island there are more than five thousand coconuts and many thousands of other palms.

Another of Fort Myers' claims to distinction is the fact that it has been a winter residence of Thomas Edison for 40 years and Henry Ford for five.

RETURN TRIP TO TAMPA

On the return trip to Tampa we retrace our steps to Punta Gorda, and instead of turning left on Nesbit street to pass over the causeway via Sarasota, continue right on Marion avenue and follow directions as given in the log to Fort Ogden, which is one of the oldest communities in De Soto county. Fort Ogden is noted for being in the flowing well district. Al-

TAMPA MUNICIPAL AUDITORIUM

TAMPA CHAMBER OF COMMERCE

most anywhere in this region one can drive a flowing well. These wells have been of tremendous economic value to people of this section because, in times of drought, they are used for irrigation and, in times of threatened frost, water is turned into the groves as protection against freezing.

Proceeding north from Fort Ogden, we pass through Nocatee and enter Arcadia. Arcadia is the county seat of De Soto county. The city is beautifully laid out with palmetto trees and shrubbery along the principal streets. Arcadia is the second largest shipping point of ctirus fruit within the state.

Wauchula is a city of 4000 people, depending almost entirely upon its back country for its commercial life. Wauchula is surrounded by wonderfully fertile soil, with an underlay of phosphate caused by the decayed bones of prehistoric animals.

Continuing north, we pass through Bowling Green and through Fort Meade, one of the early outposts in the development of the state. Then on through Homeland into Bartow, county seat of "Imperial" Polk county. Bartow is known as the "City of Oaks." Here we find some of the most wonderful specimens of this tree along nearly all the principal streets of the city. Bartow dates back to the Seminole wars, but unfortunately the fortifications erected at that time long since have disappeared. Here the Florida Citrus Exchange had its birth, and for a long time maintained its headquarters until later removed to Tampa.

Turning left into Main street, we proceed through the business part of the town and on through the phosphate country between Bartow and Mulberry: through Hopewell, and then the Kingsway poultry colony to Six-mile creek, and on to Tampa.

Every Great Fortune Built Its Foundation Upon Real Estate

Today, Florida presents investment opportunities not to be surpassed — anywhere. But NOW is the time to buy.

For sound values—unusual "buys" in city property, acreage, citrus land or for business leases—see

A. E. J. ANDERSON, Inc.

REAL ESTATE

ST. PETERSBURG, FLA.
SNELL ARCADE

TAMPA, FLA.
TRIBUNE BLDG. (W.F.S.)

Tampa's largest, most modernly housed and equipped laundry and dry cleaning plant.

WHITE STAR LAUNDRY

1116 TAMPA ST.

PHONES 4567-2343

The Best Time to Advertise

— WHEN BUSINESS IS DULL
— WHEN BUSINESS IS GOOD
— AND ANY OTHER TIME

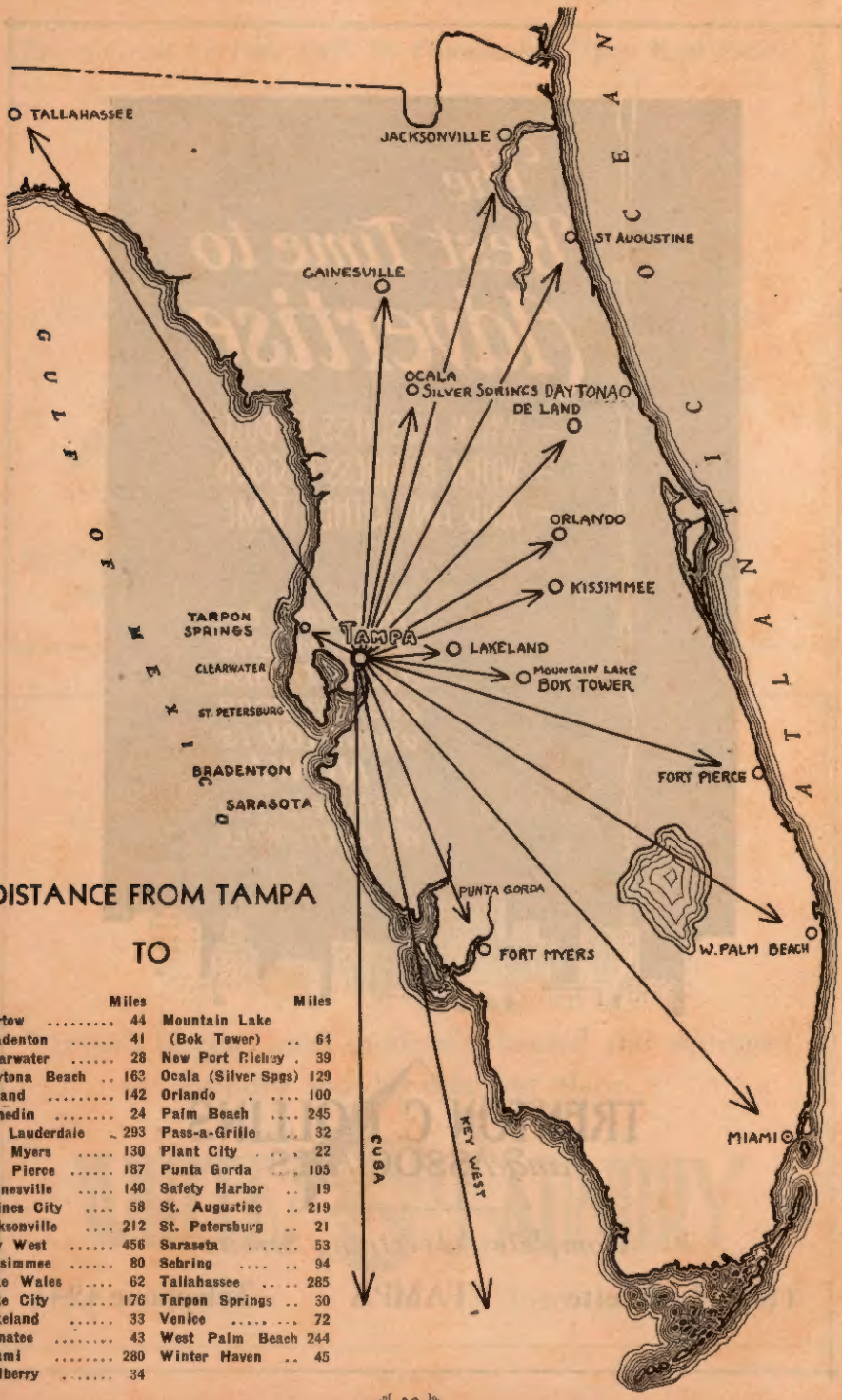
The time to tell someone about TAMPA and everyone about YOU is NOW!

We'll help you do both—WELL

TRENTON C. COLLINS
and **ASSOCIATES**

Complete Advertising Service

112 E. Lafayette TAMPA Telephone 4941



DISTANCE FROM TAMPA TO

	Miles		Miles
Bartow	44	Mountain Lake (Bok Tower)	64
Bradenton	41	New Port Richey	39
Clearwater	28	Ocala (Silver Spgs)	129
Daytona Beach	163	Orlando	100
Deland	142	Palm Beach	245
Dunedin	24	Pass-a-Grille	32
Ft. Lauderdale	293	Plant City	22
Ft. Myers	130	Punta Gorda	105
Ft. Pierce	187	Safety Harbor	19
Gainesville	140	St. Augustine	219
Haines City	58	St. Petersburg	21
Jacksonville	212	Sarasota	53
Key West	456	Sebring	94
Kissimmee	80	Tallahassee	285
Lake Wales	62	Tarpon Springs	30
Lake City	176	Venice	72
Lakeland	33	West Palm Beach	244
Manatee	43	Winter Haven	45
Miami	280		
Mulberry	34		

Pamphlet

Special Collections
Department
University of
South Florida

F
319
T2
H57

the Center of a
opical Paradise

TAMPA BAY HOTEL

PLANT PARK — TAMPA, FLORIDA

For generations the minarets of Florida's famous hostelry have formed a landmark linked inseparably with Southern hospitality, delicious foods and an atmosphere of quality and refinement which brings America's captains of industry and their families back to the Tampa Bay Hotel year after year.

You Have Not Seen Tropical Florida in All Its Beauty
Until You Have Visited the Tampa Bay Hotel and Grounds

W. F. ADAMS, *Pres.* — E. C. WRIGHT, *Mgr.*

FLORIDA GROWER PRESS, *Tampa, Florida*

No matter when you go to Florida . . .

Hotel Floridan, Tampa

Hotel Tampa Terrace, Tampa

Hotel Sarasota Terrace, Sarasota

Hotel Royal Worth, West Palm Beach

Hotel Lakeland Terrace, Lakeland

Hotel Manatee River, Bradenton

Hotel Dixie Court, West Palm Beach

you will find accommodations to meet your requirements at one of the Florida-Collier Coast Hotels. In every hotel of this new and thoroughly modern chain, you will find the same excellent service pleasantly rendered, and the same thoughtful provisions for your comfort. It is an advantage to be able to visit the principal resort centers of Florida, always in hotels under the same efficient management. Three hotels, Hotel Floridan at Tampa, Hotel Lakeland Terrace at Lakeland, and Hotel Dixie Court at West Palm Beach remain open all year 'round.

Write direct to each hotel for information or literature

A NEW MODERN HOTEL CHAIN

under HAL THOMPSON management

FLORIDA-COLLIER COAST HOTELS, INC.

HOSTS OF THE FLORIDA COASTS